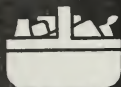


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# CONSUMER TIPS > >

FACTS YOU SHOULD KNOW ABOUT SHOES BEFORE YOU BUY  
(Information from Bureau of Home Economics, USDA)

1. Decide for what use you want the shoe. A work and a dress shoe can't serve same purpose well.
2. Take plenty of time to shop around.
3. Don't ask for shoes by size alone. Shoe sizes have no exact meaning. Try both shoes on. Walk around. Be sure shoes fit comfortably.
4. Check on length - should be longer than foot, but not unnecessarily long; ends of toes should never touch end of shoes; should be no pressure on tops of toes. (over)

5. Ball of foot should lie over widest part of sole; sole should be wide enough so foot doesn't feel pinched; "breaks" or creases in upper should never cut into foot when heel is raised.

6. Heel should be pocketed snugly in back of shoe; should not slip or cut into heel tendon.

7. Top should fit snugly; should not pinch or cut. If shoes lace, have small gap between parts over the tongue so laces may be tightened if material stretches.

8. Beware of alterations - shoes cannot be stretched to make them longer; if stretched to make wider, seams may be pulled. Look for shoes that don't need alterations.

9. Don't expect shoe salesmen to treat arch troubles. Consult best medical advice obtainable.

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